In the Claims:

Please amend the claims as follows:

1. (Currently amended) A method of forensic digital watermarking comprising:

receiving a media content signal;

selecting an orientation for a forensic digital watermark signal to be embedded in the content signal;

embedding the forensic digital watermark signal at the selected orientation in the content signal; wherein the embedding applies a different orientation for different instances of embedding the forensic digital watermark, an instance of embedding corresponding to a time period of embedding the forensic digital watermark; and wherein the forensic digital watermark identifies a receiver to [enable use of the forensic digital watermark to track] robustly associate the content signal [to] with the receiver, different receivers have different forensic digital watermarks, and the orientation is selected so that the orientation varies for different receivers to reduce interference between overlapping forensic digital watermarks embedded in the content signal by different receivers.

2. (Previously Presented) The method of claim 1 wherein the orientation is random for each instance of embedding the digital watermark such that the orientation of the digital watermark varies for content signals processed in the receiver, [that] the receiver embedding the forensic watermark into the content signals to robustly associate the content signals with the receiver [identifies].

3. (Original) The method of claim 2 wherein the orientation specifies random time segments of the content signal.

4. (Original) The method of claim 2 wherein the orientation specifies random frequency bands of the content signal.

5. (Original) The method of claim 2 wherein the orientation specifies random spatial locations of the content signal.

6. (Original) The method of claim 2 wherein the orientation specifies random beginning time alignment of the content signal.

7. (Original) The method of claim 2 wherein the orientation specifies random beginning frequency alignment of the content signal.

8. (Original) The method of claim 2 wherein the orientation specifies random beginning spatial alignment of the content signal.

9. (Previously Presented) The method of claim 1 including:

attempting to detect a digital watermark in the content signal;

and in response to detecting the digital watermark, embedding the forensic digital watermark at an orientation that does not interfere with the digital watermark.

10. (Currently amended) A method of forensic digital watermarking comprising:

receiving a media content signal;

selecting an orientation for a forensic digital watermark signal to be embedded in the content signal;

embedding the forensic digital watermark signal at the selected orientation in the content signal; wherein the forensic digital watermark identifies a receiver to enable use of the forensic digital watermark to track the content signal to the receiver, different receivers have different forensic digital watermarks, and the orientation is selected so that the orientation varies for different receivers to reduce interference between overlapping forensic digital watermarks embedded in the content signal by different receivers.

11. (Previously Presented) The method of claim 10 wherein the orientation is random for different receivers.

12. (Previously Presented) The method of claim 11 wherein the orientation specifies random time segments of the content signal.

13. (Previously Presented) The method of claim 11 wherein the orientation specifies random frequency bands of the content signal.

14. (Previously Presented) The method of claim 11 wherein the orientation specifies random spatial locations of the content signal.

15. (Previously Presented) The method of claim 11 wherein the orientation specifies random beginning time alignment of the content signal.

16. (Previously Presented) The method of claim 11 wherein the orientation specifies random beginning frequency alignment of the content signal.

17. (Previously Presented) The method of claim 11 wherein the orientation specifies random beginning spatial alignment of the content signal.

18. (Previously Presented) The method of claim 10 including:

attempting to detect a digital watermark in the content signal;

and in response to detecting the digital watermark, embedding the forensic digital watermark at an orientation that does not interfere with the digital watermark.

19. (Currently amended) A method of forensic digital watermarking comprising:

receiving a media content signal;

selecting an orientation for a forensic digital watermark signal to be embedded in the content signal;

embedding the forensic digital watermark signal at the selected orientation in the content signal; wherein the embedding applies a different orientation to the digital forensic watermark for each instance of embedding the forensic digital watermark, an instance of embedding

corresponding to a time period of embedding the forensic digital watermark; and wherein the forensic digital watermark identifies a receiver to enable use of the forensic digital watermark to track the content signal to the receiver, different receivers have different forensic digital watermarks, and the orientation is selected so that the orientation varies for different receivers <u>to reduce interference between overlapping forensic digital watermarks embedded in the content signal by different receivers.</u>

20. (Previously Presented) The method of claim 19 wherein the orientation is random for each instance of embedding the digital watermark within a content item.